
- DATE: 04/22/93 SALES INFORMATION SYSTEM TIME: 11:37 -
- SUBJECT: MOBIL OIL SENDER: W. J. ROTH/2940

TO: ALL DIVISION/DISTRICT MANAGERS

SUBJECT: MOBIL OIL CORPORATE STORES

RE: WINSTON SUMMER PROMOTION, CAMEL PROMOTIONS AND VANTAGE ULT BOX

LADIES & GENTLEMEN:

ON WEDNESDAY, 4-21-93, I PRESENTED THE ABOVE REFERENCED PROMOTIONS TO
MR. GREGG WHITE, BUYER AT COORPOATE HEADQUARTERS IN MERRIFIELD, VA.

MR. WHITE HAS APPROVED ALL PROMOTIONS AND WILL ADVISE ALL MOBIL DISTRICT PROGR
AM COORDINATORS OF THE FOLLOWING RJR PROGRAMS FOR THEIR PARTICIPATION:

WINSTON SUMMER PROGRAM: ALL WINSTON STYLES WILL BE FLAGGED \$4.00 CTNS/
40 CENTS PACK DURING JUNE. THE \$4.00 OFF PER CARTON WILL BE REFLECTED OFF
INVOICE FROM THE CIGARETTE DISTRIBUTOR.

CAMEL B1G1F PROMOTION

VANTAGE ULT CONVERTIBLE BOX (KINGS/100'S): \$5.00 OFF PER CARTON/50 CENTS
OFF PER PACK IS OFFERED THROUGH OCTOBER 1, 1993.

PLEASE CONTACT YOUR RESPECTIVE MOBIL DISTRICT PROGRAM COORDINATOR TO SECURE
FORCE-OUTS AND TIMING OF RJR PROMOTIONS.

YOUR ASSISTANCE WITH THIS CHAIN IS GREATLY APPRECIATED AND SHOULD YOU HAVE
ANY CONCERNS/OPPORTUNITIES, PLEASE DO NOT HESITATE TO CONTACT ME.

IF YOU DO NOT HAVE ANY MOBIL STORES IN YOUR DIVISION, PLEASE DISREGARD.

SINCERELY,

BILL ROTH
CHAIN ACCOUNTS MANAGER

CC: RSM'S
 AVP'S

*** END OF MESSAGE ***

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